

### REMARKS

This application has been carefully reviewed in light of the Office Action dated March 31, 2006. Claims 55 to 59 are in the application, of which Claims 55, 58 and 59 are independent. Reconsideration and further examination are respectfully requested.

Claims 55 to 59 were rejected under 35 U.S.C. § 102(e) over U.S. Patent No. 6,509,910 (Agarwal). Reconsideration and withdrawal of this rejection are respectfully requested.

The present invention generally concerns display of advertising information together with photo image data on a user terminal. Local and widespread advertising information are received from first and second advertiser entities, respectively, and a photo image is received from a user terminal. The local advertising information corresponds to the place at which a user terminal is hosted, and is received from a first advertiser entity. The widespread advertising information is received from a second advertiser entity, it is received via a portal, and it is shared between a plurality of apparatuses.

By virtue of this arrangement, local advertising information corresponding to a place where a user terminal is hosted, together with a photo image received from the user terminal, may be displayed together on the user terminal.

Referring specifically to claim language, independent Claim 55 as amended is directed to an apparatus for providing image displaying services. The apparatus includes local advertising information receiving means for receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity. The apparatus also includes widespread advertising information receiving means for

receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of the apparatuses. The apparatus additionally includes storing means for storing the local advertising information and the widespread advertising information in an advertising database. In addition, the apparatus includes photo image receiving means for receiving a photo image from a user terminal. The apparatus further includes first display controlling means for displaying thumbnail images corresponding to the received photo image, and selection receiving means for receiving a selection at the user terminal of a displayed thumbnail image. Additionally, the apparatus includes obtaining means for obtaining the local advertising information from the advertising database. The apparatus also includes second display controlling means for displaying the photo image corresponding to the selected thumbnail image and the obtained local advertising information together at the user terminal.

Independent Claim 58 as amended is directed to a method for providing image displaying services. The method includes receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity. The method also includes receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of apparatuses. The method additionally includes storing the local advertising information and the widespread advertising information in an advertising database. In addition, the method includes receiving a photo image from a user terminal. The method further includes displaying thumbnail images corresponding to the received

photo image, and receiving a selection at the user terminal of a displayed thumbnail image. Additionally, the method includes obtaining the local advertising information from the advertising database. The method also includes displaying the photo image corresponding to the selected thumbnail image and the obtained local advertising information together at the user terminal.

Independent Claim 59 as amended is directed to a computer-readable memory medium having computer-executable process steps stored thereon. The process steps include a first receiving step for receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity. The process steps also include a second receiving step for receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of apparatuses. The process steps additionally include a storing step for storing the local advertising information and the widespread advertising information in an advertising database. In addition, the process steps include a third receiving step for receiving a photo image from a user terminal. The process steps further include a display step for displaying thumbnail images corresponding to the received photo image, and a selection receiving step for receiving a selection at the user terminal of a displayed thumbnail image. Additionally, the process steps include an obtaining step for obtaining the local advertising information from the advertising database. The process steps also include a second display step for displaying the photo image corresponding to the selected thumbnail image and the obtained local advertising information together at the user terminal.

The applied art is not seen to disclose or to suggest the features of the present invention, and in particular is not seen to disclose or suggest at least the feature of receiving two kinds of advertising information, namely, local and widespread advertising information, wherein the local advertising information corresponds to the place at which a user terminal is hosted and is received from a first advertiser entity, and wherein the widespread advertising information is received from a second advertiser entity, received via a portal, and is shared between a plurality of apparatuses.

As understood by Applicants, Agarwal discloses a method for sending data between multiple networks. A first network initiates and sends a request for a service available in a second network, the request comprising an identification and a password of a member defined in the second network, and a request type and a network identification associated with the first network. The second network identifies the member in the second network using the identification and password and the request is processed in the second network. (See Agarwal, Abstract).

Page 2 of the Office Action asserts that Agarwal (Column 2, line 60 to Column 3, line 9) discloses receiving advertising information from an advertiser.

However, the cited portions of Agarwal are not seen to disclose or to suggest at least the feature of receiving two kinds of advertising information, such as local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity, and widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of apparatuses.

In particular, the cited portions of Agarwal simply disclose receiving image data, audio, and text from various external input devices. (See Agarwal, Column 2, lines 64 to 66).

Moreover, with specific regard to advertising, Agarwal is seen to disclose only the display of “advertising” in the information mode of the DMF, wherein the advertising simply “refers to commercial marketing”. (See Agarwal, Column 10, lines 23 to 25 and Column 12, line 10 to 22).

Thus, Agarwal is seen to disclose, at best, only one kind of advertising information.

Therefore, Agarwal is not seen to disclose or suggest at least the feature of receiving two kinds of advertising information, namely, local and widespread advertising information, wherein the local advertising information corresponds to the place at which a user terminal is hosted and is received from a first advertiser entity, and wherein the widespread advertising information is received from a second advertiser entity, received via a portal, and is shared between a plurality of apparatuses.

As a consequence of these deficiencies, Agarwal is also not able to obtain the attendant benefits of such an arrangement, such as a display of local advertising information corresponding to a place where a user terminal is hosted, together with a photo image received from the user terminal, on the user terminal.

Therefore, Claims 55, 58 and 59 are believed to be in condition for allowance, and such action is courteously solicited.

The other claims in the application are dependent from the independent claims discussed above and therefore are believed to be allowable over the applied references for at least the same reasons. Because each dependent claim is deemed to define an additional aspect of the invention, however, the individual consideration of each on its own merits is respectfully requested.

In view of the foregoing amendment and remarks, the entire application is believed to be in the condition for allowance and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office by telephone at (714) 540-8700. All correspondence should be directed to our address given below.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Michael K. O'Neill", is written over a horizontal line.

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